

[View full size](#) Special to Today's SunbeamElsinboro residents Evan and Eddie Biddle receive their Rita' coupons from Patrolman Michael Deparre from the Lower Alloways Creek Police Department for wearing their helmets while riding their bicycles.

**ELSINBORO TWP.** — Residents should hope to get “caught” by police this month as a new program to promote bicycle safety in the township will be under way throughout August.

“Caught You Being Safe,” a new campaign promoting bicycle safety in the township, will seek to reward bicycle riders “caught” wearing their helmet by the Lower Alloways Creek Police with a coupon for free Rita’s Water Ice, redeemable at their local Pennsville location.

Mayor Sean Elwell, who is also the Trauma Program Manager at Alred I duPont Hospital for Children, said he excited to get the initiative under way.

“Nationwide, falls are the leading cause of injury hospitalization. Wearing a bicycle helmet isn’t just a law here in New Jersey, but it’s a vital step in reducing unintentional injury. Positively reinforcing helmet usage has been successful in other states and we hope to experience the same success,” said Elwell.

Elwell added that the program is especially important late in summer, when children are out of school and playing outside — sometimes forgetting the importance of safety.

“We realize just how vulnerable all citizens are to falls and head injuries. We’ve chosen August because many children are enjoying summer vacation from school and are out riding,” said the mayor. “Sometimes during the carefree days of summer, they forget the importance of safety. We simply want to remind them to stay safe.”

Patrolman Michael Deparre from the Lower Alloways Creek Police Department said the department is committed to doing their part to ensure they keep the community safe.

“We support the mayor’s vision of an injury-free life for all residents and are honored to take part in this important initiative,” said Deparre. “Positive reinforcement of any kind is an important aspect when promoting the safety of the residents.”

Deparre said that according to Safe Kids Worldwide, a nonprofit organization dedicated to eliminating preventable childhood injuries, approximately 50 percent of US children between 5 and 14 years old own a helmet, but only 25 percent report always wearing it while bicycling.

“Our goal is to increase the percentage of residents wearing helmets in Elsinboro Township,” said Deparre.

Rita’s Water Ice of Pennsville also jumped on the chance to be a part of the “Caught You Being Safe” initiative.

Andy and Rachel Plagge, owners of the Pennsville Rita’s, said it was an easy decision to help and support their community.

“We have always been focused on helping our community and by participating in this initiative we

hope to do our part in increasing helmet usage,” the Plagges said in a joint statement.

“A bicycle helmet is the single most effective safety device available to reduce head injuries from bicycle crashes and we intend to do our part to increase the usage.”

To find out more about “Caught You Being Safe,” contact the Elsinboro Township clerk at **(856) 935-2200**.